Job Title: Senior Retail Development Manager

Department: Economic Development

Immediate

Supervisor: Economic Development Director

Origination Date:	07/25/2006
Revision Date:	07/01/2008
Job Grade	608
FLSA Status	Exempt

BRIEF DESCRIPTION OF THE JOB:

Researches, markets, recruits, plans, and manages development of new and expanding retail business. Creates and implements research strategies to support economic development efforts in targeted areas, including compiling and analyzing data. Supports retail developer efforts by providing research, data, and marketing the whole City. Develops and implements marketing strategies and establishes relationships between the business/retail community and the City of Goodyear. Negotiates agreements and educates the community and stakeholders about new developments. Represents the city in retail industry meetings, presentations, and negotiations.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the position. The following examples do not identify all duties performed by any single incumbent.

	Physical Strength Code	ESSENTIAL FUNCTIONS
1	S	Promotes and develops the City by recruiting and expanding retail businesses in the community.
2	L	Manages the recruitment of retail business by researching companies and industries, developing strategic and marketing plans, generating business leads, representing the City at trade shows, preparing and providing presentations and proposals to private sector executives, and negotiating agreements on behalf of the City.
3	S	Creates and maintains a network of retail industry CEOs, site consultants and corporate real estate professionals, achieved through attendance at conferences and events and meetings with prospective clients, businesses, brokers and developers.
4	S	Manages and conducts market research consistent with City of Goodyear target industries, interfaces with other departments to incorporate technology, and manages the development of client databases.
5	S	Develops and implements marketing strategies by developing plans for identification and pursuit of retail development, including preparation and distribution of marketing materials, meeting with clients, making presentations, and participating in interviews with the media.
6	S	Serves as the primary contact for retail clients considering Goodyear for site location from project inception to completion.
7	S	Coordinates with City Planning & Zoning, Community Development, and Engineering Departments to evaluate and recommend enhancements to current policies and practices, monitor current trends, analyze information, and develop proposals that will attract retail businesses.

•	Physical Strength Code	ESSENTIAL FUNCTIONS
8	S	Negotiates development agreements with clients after determining project parameters, including analyzing and interpreting fiscal and economic impacts and presenting to City leadership and personnel.
9	S	Represents the City by developing professional relationships with the media and community groups, providing information, and participating in interviews.

JOB REQUIREMENTS:

JOB REQUIREMENT	TS .
Formal Education/ Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Minimum three years experience in a related field.
Certifications and	Valid Driver's License
Other Requirements	
Reading	Work requires the ability to read and comprehend: complex legal documents; development agreements and contracts; technical reports; executive business letters and communications; development-related documents; master plans; design guidelines; construction site plans; budget documents; business magazines, journals, newspapers, and technical reports; City codes and City general, strategic or operational plans.
Math	Work requires the ability to perform math calculations such as addition, subtraction, multiplication, division, percentages, ratios, college level algebra, and review and understanding of financial statements.
Writing	Work requires the ability to write concise and professional communication to senior business executives and City management; and develop and prepare marketing materials, development agreements, and proposals.
Managerial	Semi-Complex - Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.
Policy/Decision Making	Significant - The employee normally performs the duty assignment according to his or her own judgment, requesting supervisory assistance only when necessary. Projects and daily work are managed with little oversight, however special assignments and significant work products may be reviewed upon completion. Typically positions in this category are supervisor to mid-management jobs.
Budget Responsibility	Has no budgetary responsibility
Technical Skills	Broad Application - Work requires a comprehensive, practical knowledge of a technical field with use of analytical judgment and decision-making abilities appropriate to the work environment of the organization.
Interpersonal/Human Relations Skills	High - Interactions at this level usually impact the implementation of policies. Contacts may involve interpretation of how policies are implemented and may require discussion and the support of controversial positions or the negotiation of sensitive issues or important presentations. During interactions on policy implementation, contacts may also involve stressful, negative interactions requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.

Physical Demands

Frequency Code Scale

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Constantly
Never occurs	Less than 1 hour/week	Up to 1/3 of the time	From $1/3$ to $2/3$ of the time	2/3 or more of the time

Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)	Physical Demand	Frequency Code (Mark only one)	Description: (Check all that apply)
Standing	□ N □ R ⊠ O □ F □ C	✓ Making presentations ✓ Observing work site ✓ Observing work duties ✓ Communicating with co-workers	Pushing/ Pulling	□ N □ R □ O □ F □ C	☐ File drawers ☐ Equipment ☒ Tables and chairs ☐ Hoses
Fine Dexterity	□ N □ R □ O ⊠ F □ C	☒ Computer keyboard☒ Telephone keypad☒ Calculator☐ Calibrating equipment	Climbing	□ N □ R ☑ O □ F □ C	
Walking	□ N □ R ⊠ O □ F □ C	☒ To other departments/offices☒ Around work site	Vision	□ N □ R □ O □ F ⊠ C	☒ Reading☒ Computer screen☒ Driving☒ Observing work site
Lifting	□ N ⊠ R □ O □ F □ C	☐ Supplies ☐ Equipment ☑ Files	Foot Controls	□ N □ R ⋈ O □ F □ C	☑ Driving☐ Operating heavy equipment☐ Operating Dictaphone
Carrying	□ N ⊠ R □ O □ F □ C	☐ Supplies ☐ Equipment ☑ Files	Balancing	□ N ⊠ R □ O □ F □ C	☑ On ladders☑ On equipment☑ On step stools
Sitting	□ N □ R ⊠ O □ F □ C	☑ Desk work☑ Meetings☑ Driving	Bending	□ N □ R □ O □ F □ C	☒ Filing in lower drawers☐ Retrieving items from lower shelves/ground☐ Making repairs
Reaching	□ N ⊠ R □ O □ F □ C	☒ For supplies☒ For files	Crouching	□ N ⊠ R □ O □ F □ C	☐ Filing in lower drawers ☐ Retrieving items from lower shelves/ground
Handling	□ N □ R ⊠ O □ F □ C	☑ Paperwork ☐ Monies	Hearing	□ N □ R □ O □ F ⊠ C	☑ Communicating via telephone/radio, to co-workers/public☑ Listening to equipment
Kneeling	□ N ⊠ R □ O □ F □ C	☐ Filing in lower drawers ☐ Retrieving items from lower shelves/ground	Twisting	□ N □ R ⋈ O □ F □ C	☑ From computer to telephone☑ Getting inside vehicle
Crawling	⊠ N □ R □ O □ F □ C	☐ Under equipment ☐ Inside attics/pipes/ditches	Talking	□ N □ R □ O □ F ⊠ C	☑ Communicating via telephone/radio, to co-workers/public
Other		(Explain)			

Physical Demands (continued)								
Machines, Tools, Equipment and Work Aids:								
Computer, Business Machines (fax, cop								
r r r r r r r r r r r r r r r r r r r	, , , , , , , , , , , , , , , , , , , ,							
	0.							
Computer Equipment and S								1
IBM and Microsoft Office suite, Adobe	Acrobat, Illustr	ator, Regis, HT	TE					
Environmental Factors:								
Environmental Condition	ons	Never	Seasonally	Several T	imes	Several Ti	mes	Daily
			,	Per Mo	nth	Per Wee	k	J
Extreme temperature			[C]			-		
(heat, cold, extreme temp. changes fr work)	om outside		X					
Wetness and/or humidity		\boxtimes						
(bodily discomfort from moisture)			Ц	Ц				Ц
Respiratory hazards	4\	X						
(fumes, gases, chemicals, dust and di Noise and vibration	rt)							_
(sufficient to cause hearing loss)		×						
Physical hazards			_			_		
(high voltage, dangerous machinery, prisoners, patients – <u>not customers</u>)	aggressive	\boxtimes						
prisoners, patients – <u>not customers</u>)								
Health and Safety Condition	ıs:							
Health and Safety Conditions	N = Never	R = Rarel	,	casionally				Constantly
	Never	Less than		more of		n 1/3 to 2/3		or more of
Mechanical hazards	occurs	hour per we	ek the	time	OI	the time	- 1	the time
Chemical hazards	X							
Electrical hazards	X							
Fire hazards	X							
Explosives	X							
Physical danger or abuse								
Other (specify)								
Primary Work Location:								
✓ Office Environment								
☐ Warehouse								
☐ Shop								
☐ Vehicle								
Recreation Centers/Neighborhood Centers								
Outdoors Other (Specific)								
☐ Other (Specify)								
D (() D ()								
Protective Equipment Requi	red:							
N/A								

Job Demands

Overall Strength Demands:

Overall Strength Demands				
Exerting up to 10 pounds occasionally or negligible weights frequent sitting most of the time.				
Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly <u>AND/OR</u> walking or standing to a significant degree.			
☐ Medium	Exerting 20-50 pounds occasionally, 10-25 pounds frequently, or up to 10 pounds constantly.			
□ Heavy	Exerting 50-100 pounds occasionally, 25-50 pounds frequently, or from 10 up to 20 pounds constantly.			
☐ Very Heavy	Exerting over 100 pounds occasionally, 50-100 pounds frequently, or from 20 up to 50 pounds constantly.			

Non-physical Demands:

Non-physical Demands	Frequently	Occasionally	Rarely	Never
Time Pressures		×		
Emergency Situations				\boxtimes
Frequent Change of Tasks		×		
Irregular Schedule/Overtime		×		
Performing Multiple Tasks Simultaneously		×		
Working Closely with Others as Part of a Team	×			
Tedious or Exacting Work			\boxtimes	
Noisy/Distracting Environment			\boxtimes	
Other (Describe below.)				

EXPECTED BEHAVIOR:

Staff – Expected Behavior

The employee is expected to embrace, support, and promote the City's values, beliefs, and culture Which include but are not limited to the following:

- Be positive. Do not participate in gossip
- Maintain confidentiality
- Walk the talk uphold and live the Goodyear culture
- Encourage positive feedback
- Be accountable submit responses to all requests for information by due date and meet deadlines
- Support a learning culture
- Be on time for all meetings
- Create and implement ethical standards for your worksite
- Be fiscally responsible
- Support the City's values and mission
- Let common sense prevail
- Be visionary anticipate issues
- Support organizational change
- Establish and maintain positive and effective working relationships with co-workers, supervisors, subordinates, contractors and vendors
- Understand City policies and procedures, make rational decisions/recommendations in accordance with established policy.
- Work in a safe manner and report unsafe activities and conditions. Follow the City-wide safety policy and everyone's responsibility. Make it a critical part of the day to day operations.
- Foster teamwork and actively participate on teams and in City activities
- Lead by example
- Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior. Other duties and responsibilities will be performed as assigned.

SIGNATURES—REVIEW AND COMMENT:

ts attachments and find it to be an accur	rate description of t
Signature of Employee	Date
Signature of Supervisor	Date
Signature of Department Director	Date
	Signature of Employee Signature of Supervisor

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required of personnel so classified in this position. This job description is subject to change as the needs and requirements of the job change.